

ABSTRACT OF THE DISCLOSURE

The present invention includes a new system and method for the construction of agricultural marketing plans for agricultural producers. The present invention further includes a system and method for mass customization and delivery of the plans to producers and other interested parties, including electronic delivery of the plans and associated marketing information on an individualized basis. One aspect of the present invention involves calculating an optimized crop insurance revenue plan. Another aspect of the present invention relates to the quantification of price risk and the quantification of financial risk and the combination of these different types of risks to determine an overall risk for an agricultural operation.